To: 1710 - Pittsburgh ROU, 1110 - Boston ROU(PROVENL),
1210 - New York ROU (ALVICHA), 1310 - Philadelphia ROU (METZG)
From: Campbell, Judy
Posted: 6/11/97 10:06
Opened: 6/11/97 10:06
Subject: SALEM TEAR TAPE / RETAILER LETTER

ATTACHED IS BEING SENT FOR YOUR USE, IF APPLICABLE.

CC: Macleod, Stephen
DDA:MSMAIL=RJRWS/RJRPO4/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US

Sales		Retail
1221	1222	
1222	1223	
1223	1226	
1224	1229	
1225	ROM	
1226	PC	SC
1239	MC	PA
1240		
1244	RSM	RBM

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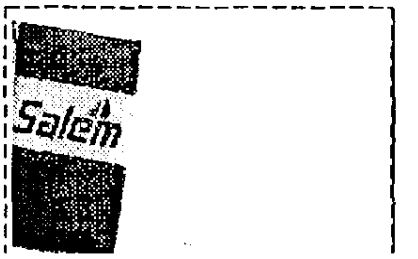
Source: https://www.industrydocuments.ucsf.edu/docs/gkyn0000

RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- *R. J. REYNOLDS'* SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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